

June 13, 2006

Ms. Kathleen Luedtke
Comprehensive Systems Change Manager
Department Of Health and Family Services
Division of Disability and Elder Services
1 W. Wilson St., P.O. Box 7850
Madison, WI 53707-7850

Dear Ms. Luedtke:

As requested by DHFS Secretary Helene Nelson, we are writing to notify you of the West Central Consortium for Long-Term Support and Health Care Reform's (WCC's) plan to involve consumers and other stakeholders in the process of creating a proposal to expand managed long-term care in this region. We agree that such participation is vital to the development of a successful service-delivery system that respects the needs of target populations and their families, considers impacts on employees and providers and reflects local values.

In accordance with the department's directive, we intend to pursue the identification of stakeholders through three primary avenues: the University of Wisconsin-Extension, a Communication/Education Subcommittee and the Project Coordinator.

- Trempealeau County already has utilized the skills of UW-Extension's Pat Malone to identify various stakeholders and issues relevant to those groups (see attachment). We will encourage other counties to walk through similar exercises with Pat and will use her as a resource throughout the duration of the project.
- In addition, the consortium has agreed to form a Communication/Education Subcommittee to further consumer and stakeholder involvement. We expect a non-consortium member to lead this group through the process of pinpointing individuals and organizations affected by long-term care reform, as well as recommending effective strategies for educating and soliciting input from these entities.
- One of the stated roles of the WCC Project Coordinator also involves public outreach, which requires an assessment and training of all potential stakeholder groups in participating counties.
- While additional methods of stakeholder identification may come to light and be relied upon during the project, we are confident at present that the aforementioned entities will be capable of fulfilling this responsibility.
- As noted by the department, the education of stakeholders will prove key to WCC efforts to obtain helpful feedback during the planning process. While each of the individuals and groups involved in stakeholder identification also will assist in training activities, we have identified several venues through which to achieve this objective.
- Media communications will allow the consortium to reach a broad audience with information about long-term care reform, the local project and opportunities for subcommittee involvement and participation in other forums. The editor of a weekly newspaper (which is affiliated with

numerous other weeklies in the area) already has offered to devote regular space to this initiative. Senior publications and a UW-Extension local government newsletter serve as examples of other printed media that will be utilized by the consortium. In addition, the Jackson County ADRC Director hosts a regular program on a local FM radio station and area cable access television channels offer another outlet for the dissemination of pertinent information. The potential for discussing WCC activities and goals on other local radio and TV talk shows will be explored as well.

- The consortium will arrange for regular updates to lawmakers, county board members and relevant committees and councils. A legislator briefing took place June 5, and multiple county board visits are scheduled in June and July, with other educational sessions still under discussion.
- Existing Long-Term Care Councils, CMO and ADRC Advisory Councils and similar entities provide natural environments in which to share - and collect - information.
- A variety of local forums will be explored for training and educational purposes. These options range from union meetings to "town hall" discussions to presentations to advocacy groups and other community organizations (American Legion Posts, Rotary Clubs, etc.).
- Again, the Project Coordinator will be responsible for gauging existing training needs and taking advantage of opportunities for stakeholder education.

The consortium as a whole will regularly review stakeholder needs and make outreach recommendations.

Finally, the promotion of stakeholder participation will occur throughout the two previous phases. In fact, this process already is underway, as representatives of Independent Living Resources and the AgeAdvantAge Area Agency on Aging have been present at and involved in consortium discussions since WCC began meeting. Additionally, La Crosse County's Long-Term Care Council has been working with Pat Malone and Mary Meehan-Strub of UW-Extension to identify local strengths and weakness in the delivery of long-term care services. Both personal contact and mass communications will be utilized to encourage subcommittee participation and the submission of questions and comments by other affected parties. WCC also expects to develop a website that will facilitate the flow of information between stakeholders and consortium members.

We believe these efforts will ensure transparency in the planning process and provide numerous opportunities for meaningful participation by consumers and other stakeholders. In addition, we already have begun to engage in conversations with other long-term care planning consortia and believe the sharing of information and ideas between such groups may spur additional outreach activities.

Thank you for reviewing the WCC stakeholder participation plan. Please direct any questions or comments to Project Coordinator Melissa Gilbert at 608-785-7990 or Gilbert.Melissa@co.la-crosse.wi.us.

Sincerely,

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